

### November 2018

#### Wearable Technology - Canada

"Wearable technology represents the next step in personal technology. Computers, smartphones and tablets have all entered the market and established themselves as ubiquitous devices owned by the vast majority of consumers. With the emergence of wearable tech, its goal is to become as valuable as those other pieces of personal ...

#### Digital Content Consumption - Canada

"The vast majority of consumers who have performed online activities have done so at least once per month. This includes online activities such as reading/watching news online, reading articles on websites, reading articles on social media, watching videos on social media, viewing/sharing photos online, using a video streaming ...

### October 2018

#### Internet/Satellite Radio - Canada

"In a 2002 interview with The New York Times, legendary musician David Bowie predicted, "the absolute transformation of everything that we ever thought about music will take place within 10 years, and nothing is going to be able to stop it." He went on to say that, "music itself ...